THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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The Lenten Season Slow-Down is ripe in the Valley of the Moon

Valley of the Moon will be getting some valuable publicity next week at the Wednesday night fights, coming over TV from San Francisco. It's a heavyweight battle, but what concerns us most is that a big share of the proceeds will go to Hanna Boys' Center, out on Arnold drive, in Moon Valley . If you like boxing, tune it in.

BOYES SPRINGS FOOD CENTER. A good place for those Lenten dishes, dairy foods, vegetables, frozen foods. Take-out license.

IF A FIRE STARTED in your home or garage, could it be stopped in time? We'll show you the way. Just call WE 8-2425.

More: This week Wednesday, on Strike It Rich from New York, a letter was read from Sher Singh, son of Mr. and Mrs. Charan Singh of Fetters Springs, who thus became a partner with one of the contestants on the program. His "Helping Hand" letter asked that some of the winnings be shared with the Flowery school library, which is woefully lacking in books. As a result of the letter, the school is being sent $285 for books, plus a set of Modern Encyclopedia. Young Sher won additional honors Tuesday night when he spoke without notes on the subject "Youth's Problems of Tomorrow" before a large group of Lions club members and their wives at Fireside Lodge.

Young Sher gets for himself an autographed copy of the latest best seller, "My Friend Ike."

THE VALLEY'S OUTSTANDING Banquet Headquarters. Finest food, wonderful beverages, superior service. PAUL'S, Verano.

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. No subscription price, yet. Advertising? Ask us and we'll tell all. WE 8-4500.

Early to bed and early to rise makes a man healthy, wealthy, and wonder what his family looks like. VALLEY WATCH REPAIR.

Got a new slogan for Moonbeams—"Let's Start Going to Town." Think it will be good for us—and maybe it would be a good slogan for the Hot Springs area. The town's really already started, but the future outlook is unlimited. And it can just as easily happen with Moonbeams.

BOB'S CIGAR STORE, Napa St., Sonoma. Tobacco Lovers' gathering place. Everything for every smoker. Billiards, too.

POWDER BOX BEAUTY SHOP, Arnold drive at Ellis's. All new equipment. Modern methods. Phone WE 8-2934 for appointment.

And there goes the Lombardo music again—to us the most inspirational of all. We can type away like mad, but the mind works smoothly when soothed by the "Sweetest Music This Side of Heaven."

BOYES VARIETY STORE, on the Hiway. Huge shipments of new spring merchandise arriving daily. We sell just about everything.

MIKE & ROSE'S BOYES SPRINGS STORE. Remodeling about completed. Stop in for preview. Enlarged space and stocks.

Every time the car has a little work done on it, it always sits there waiting for us with the emergency brake on—then when it doesn't move, we have to unlatch the thing. Our friend Bud, when asked why this is done, said: "If you've ever been nearly killed a couple times by NOT having the emergency on, you'd get into the habit too." Sounds sensible. We've always been in the habit of just putting it in gear.

BANCROFT NURSERY, Sonoma. Time for planting trees, roses, shrubs, annuals, berries, grapes . Potted plants and cut flowers.

GEORGE, THE MEAT EXPERT, at Boyes Springs Food Center. Always finest quality and widest selection. Bulk cheese. Delicacies.

Want to see Bill Downey on television? It really isn't him, and maybe our imagination has been stretched, but on the "September Bride" program at 9:30 each Monday evening, there's a "character" in the cast who looks like Bill, talks like him and acts like him. Tune it in.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

B & L LAUNDROMAT, Fetters Springs. Why suffer inconvenience washing and drying at home? Low charges here. Try us out.

At the last Lions club meeting, the tail-twister asked every wife present whether her husband had presented her with a valentine. Those who hadn't come across were fined. Results were about half-and-half.

Real estate headquarters — sales or rentals—WOODS-FRANQUELIN CO., Boyes Springs Branch. Fast service. Personal attention

OUR RESORT, El Verano. Harvey and Melina the hosts. Draft beer. Excellent mixed drinks. Home of the Stein Club.

Somebody asked us why we haven't been harping on the proposal to get a traffic light placed at Boyes' main corner, Jack London way at the Plaza. Well, folks, nothing as yet has been accomplished, and a county official said we aren't yet ready for a traffic light there. There is not much cross traffic, mainly cars edging in and out of the main highway lanes.

However, they do make mechanical lights which are activated by the car wheels. Thus if a driver wants to cross, the wheels automatically trip the light and the crossing can be made in safety; then the light returns to green for the main traffic flow until another motorist wishes to cross.

However, if this seems a bit too complicated, or if it costs too much money (wonder what they do with all the gas taxes and license fees we pay in?), certainly a few stop signs at the main corner would help in lessening the admitted hazardous conditions ever present at that corner. There also should be several more painted crosswalks on the main highway than there are at present.

DENNY'S COG CLUB, main corner, Boyes. Denny, Leo and Gene on duty. Sportsmen's headquarters. A good place to know.

GALLO BROS. CHEVRON SERVICE, Boyes. Repairing all cars. Tow service. DeSoto and Plymouth new cars. Quality used cars.

No clear-cut decision has come up on whether or not your editor should let the vandyke grow again. Some tell us it adds to our status as a "character," others that we don't need the hirsute adornment to make us already one of those esteemed, more or less, citizens. The actual vote, by ballot or verbally, seems to be about 50-50 so far.

FIELDS UNION SERVICE, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Guaranteed service.

FISH BOWL, 140 Trinity Rr. off Hiway 12. Tropical fish, goldfish supplies, equipment. Closed Thursdays. Hours 9 to 5.

Suggested "Ripe" headline for this week was "Kissing Toms are ripe." Refers undoubtedly to the little lady who was soundly kissed at the COG anniversary party last week Friday, and she still doesn't know who the man was who did the kissing. Oh, yes, Denny's got another surprise for his host of friends come this Sunday from 11 a. m. to 12. Can't tell you what 'tis, but it should be a good time for a visit.

Old-fashioned dancing Saturday nights and Sundays at LITTLE SWITZERLAND, El Verano. Splendid floor. Good music.

FOR — REDWOOD HANGING BASKET or PATIO PLANTER
Mail $1.55 to P. O. BOX 398, EL VERANO, CALIF.

This Sunday, Feb. 19, at Glen Ellen Community church, there'll be held the sixth annual Sonoma Valley Choir festival. Junior, youth and adult choirs from churches throughout the Valley will be on hand for what should be a splendid program of choir music. The festival is sponsored by the Redwood Empire chapter of the American Guild oof Organists. Mrs. Howard Moser and Mrs. Orville Osburn head the local committee in charge.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

Feel like paying a well deserved and long overdue tribute to the Missus (Mrs. Nettie). You know she's a valuable assistant in many, many ways in getting out Moonbeams, and she has been the same for years in getting out other weekly papers we've published. Ferinstance:

Just got in a new subscriber, whose complete address reads like this: "Robert L. Patterson, H/20, AF19465463—Bov 433, 1880th AACS Sqd., Andrews AFB, Washington 25, D. C."

During World war II, with the paper we had back in Holt, Mich., we decided to send papers free to every person from that town who went into the armed services. At one time there were over 200 of these, and when you have to address each one, every week, on an old broken-down typewriter, then fold and wrap and paste and sort the whole kaboodle, it's a terrifying task. And the missus did this right along "for the duration." 'Tisn't so bad right now, but we'll never be able adequately to square the account she most certainly built up against us. Of course that isn't the half of it, but will have to do for a starter.

GET ACQUAINTED with the quaintest tavern in the Valley—RUSTIC INN, Glen Ellen. Bring your guests. GUNNER and RUTH.

BUD THOMPSON, Plaza Barber, Boyes Springs, for the best and fastest barber service anywhere. Hair styling a specialty.

Well, what have we got in the way of holidays coming up? Washington's birthday is on the 22nd, and the school kids get a break. Then there's Edison's birthday, the 27th. Would you call it Leap year day, the 29th? No holiday. March 17 in St. Patrick's day. And those of the Catholic faith have a flock of days to be observed during Lent.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

FIRESIDE LODGE, just west of Sonoma, Hiway 12. Barbecuing is our long suit—steaks, chops, ribs, chicken. Splendid cocktail bar.

You'd think with all the winter rains we've had nobody would want any more, certainly not this year. But dyeknow, after 17 days of dry weather, the dust is becoming a distasteful natural occurrence! A big truck swerves off the highway, and big clouds of dust arise and blot out the vision, settle into adjacent homes and stores. If we humans could only regulate the weather. But could everybody be satisfied even then?

VALLEY OF THE MOON CIGARS—Handmade right here in the Valley. Superior quality. Get 'em at most dealers.

EL DORADO HOTEL, Sonoma. Try our Italian dinners in this historic hostelry, famous since the days of the 49ers.

'NOTHER GO AT THE DEER

In the coming year we are going to have another try at bringing the sportsman and the farmer and stockman closer together, says the California Farmer. The first trial uncovered some very fertile fields and an expression of need for such a program from both the hunter and those with game land.

We have letters from groups representing about 1000 hunters and we had pledges of farm land totaling about 100,000 acres to be opened to hunting, most of it for the first time.

Slowly but surely the sentiment to open land to hunting of both sexes of deer is developing. It takes a long time to overcome some of these prejudices but we think that some day it will come to pass.

To our mind the most inhumane thing that we do is allow herds to rapidly outstrip feed in an area and then have them die by the thousands during the winter. We have seen the results and a more pitiful sight is not to be found.

But fortunately there have been a few laughs in this business which come along at welcomed moments. One of our fieldmen saw this sign attached to a ranchhouse door back of Santa Rosa. The sign read: "The price of goats shot by deer hunters is $20. Slip the money under the door and go get your eyes examined."

GOOD FURNITURE isn't exclusive with us alone. But let's trade with our friends and neighbors. SONOMA FURNITURE MART.

BROADWAY CAFE, Sonoma. Pop and Mom Medros will be glad to see you. Friendly folks. Take-out License.

And the following ad appeared not too long ago in a southern California newspaper: "For Sale—One large, red-and-white cow, 3-8 mule and 5-8 wildcat. She usually goes on a visit every summer but is at present attached to her home by means of a log chain. To any person

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wishing to buy her, I will throw in the chain and a sledge hammer. Would be delighted to sell this cow to some citizen of San Diego who thinks he can whip Mexico single-handed."

ADOBE DRUG (Ray S. Duer), 411 First St. W., Sonoma WE 8-297 Prescription Specialists

ROZARIO'S PALMS INN, Verano. Quiet and homelike, it's the favorite place for banquets, dinners, parties. And cocktails.

WHO SAID EDITING PAPER IS SOFT JOB?

Next time someone tells you he thinks running a community newspaper isn't such a tough job, you might tell him the story of James L. Kilgallen.

Kilgallen, veteran INS reporter, told it on himself at a meeting of the Wyoming Press association. After several years of metropolitan, he became editor of the Laramie (Wyo.) Daily Boomerang. He was an experienced newspaperman, but, as he put it, "I was a green hand in small town journalism."

For instance, Kilgallen found that playing up the story about the arrest of a local girl didn't go over particularly well—she had too many friends and relatives.

His typographical innovations didn't make any particular impression either. And he had trouble with the reporter from the competing paper, a gentleman of 70 who knew everyone in town, and thus found news much more easily than Kilgallen.

So, after two years, Kilgallen left Laramie to return to specialized reporting, where, as everyone in the journalistic world knows, his success has been spectacular. But it just goes to show that not everyone's talent runs in the same direction—and even a topnotch metropolitan reporter can find the community journalism field pretty tough.

RICHFIELD SERVICE, Boyes, Plaza at Hiway 12. Bud Delaney is the proprietor. Highest quality gas and oil, tires, batteries.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

WASHINGTON EDITOR SOUNDS OFF

The Concrete (Wash.) Herald editor declared himself on a lot of subjects recently. He says: "This paper is against all stuffed shirts, top-heavy officialdom, rainy weather, bad laws, girls with pretty legs who wear slacks to cover them, guys who talk loud in public places, gossipers who tell us stuff we can't put in print, small beer glasses, big garden shovels—we could go on for pages . . . We've not yet reached our goal of being a crochety, cantankerous old curmudgeon of an editor, but it may not be long. There's too much pushing around being done these days . . . somebody has to get mad and be heard. We happen to have the facilities for accomplishing both."

SONOMA GOLF & COUNTRY CLUB, for the best food in the Valley. Excellent cocktail bar. Sumptuously luxuriant.

SOL D. BECKER SELLS REAL ESTATE—
Every Once in Awhile

Ed Neal is a sports writer down in San Francisco and he is going all out for the idea of early safety education for young hunters. He recently wrote:

"Just enroll your young son—or daughter— in one of the National Rifle association-approved junior hunter safety courses. After he or she, is signed up, see that they get to 'school' for the two lessons of two hours each.

"Once junior has completed the course, you can rest assured he won't mistake a red-garbed hunter for a deer. He won't fire 'sound' shots into the brush because he heard a noise that sounded like a deer. He won't playfully point an 'unloaded' gun at a friend.

"There's a lot of other silly things that supposedly mature sportsmen do in the field that your son — or daughter — won't do, either. They'll know better. They'll also know how to handle a rifle and shotgun.

"And say, if you have any spare time, you might pick up a few safety pointers yourself by sitting in at the sessions.

"Who gives these safety courses? Sportsmen's clubs, veterans' groups, sports stores and other interested organizations. See that your sporting youngsters learn how to hunt with safety for themselves and others."

SONOMA MISSION INN, known throughout the nation for quality dinners, cocktails, friendliness. Convention headquarters.

CHRYSTAL'S SMART SHOP, Plaza Center Bldg., Boyes Springs
Smart Apparel for Women Hosiery Lingerie Separates

And a certain advertiser was selling a concoction labeled "No more colds! No more cough! Price 50 cents." A man who bought the mixture came back in three days to complain that he had drunk it all, but was no better.

"Drunk it all!" gasped the salesman . "Why, man, that was an india-rubber solution to put on the soles of your shoes."

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repair work of all kinds. Work guaranteed.

SONOMA GROVE, on Hiway 12 south of Boyes. Italian food is our specialty, but every kind is available. You'll like us. Cocktails.

VERN'S THRIFTY DRESS SHOP, Boyes Theater Bldg. Ladies' high class clothes at prices you won't believe. Nothing like it!

AND HERE'S YOUR LATEST GARDEN DOPE

Now is the time to plant roses, fruit trees, spring-flowering shrubs, gladiolus bulbs, berry vines and many bedding plants, including snapdragons, pansies, violas, baby primroses and stocks. Your garden shop can suggest additional timely plantings for this section of the state.

ROSES—Roses receive major attention at this time each year. When you buy the bare root plants look for:

1. Root color. A live rose bush should be yellow on the inside, never brown. Yellow roots are healthy roots.

2. Length of roots. Properly developed, they should be from 6 to 12 inches long.

3. Grades. The American Association of Nurserymen has a set standard of grades which are generally accepted. No. 1 grade for hybrid tea roses, which includes most popular varieties, must have three strong canes, 18 inches or better.

Since most roses are pruned before shipping, you cannot tell this length, but make sure you get three or four canes at least ½ inch in diameter.

No. 1½ grade should have two strong canes plus one other cane.

No. 2 plant should have one strong cane plus one other cane.

Pruned climbers should have canes at least 24 inches long.

In making the planting hole, allow plenty of space for root development. Dig it at least a third larger than the root spread, and make sure the soil is loosened to a suitable depth.

For heavy or sandy soil use mulching material such as peat moss or well-rotted manure around and below the roots. Keep the bud crown an inch or two above the level of the filled-in hole and water thoroughly.

Send a postcard to the American Rose Society, Columbus 14, Ohio, for a free list and leaflet, covering more than 350 easy-to-grow varieties.

VEGETABLES—The All-American selections committee has given its 1956 vegetable award to Gold Pak carrot, longer and more slender than the popular Imperator. Gold Pak, or any long carrot, needs a mellow, well-worked soil, free of stones and stiff clay, to grow straight down. Short-rooted carrots—as well as other short-root crops such as turnips, beets and radishes—should be chosen for heavy, hard soil.

MENDEL'S CAFE, on the Plaza, Boyes. Earning a wide reputation for good steaks, chops, chicken. Cocktail bar.

LARSON'S LIQUOR & SPORTING GOODS
Sportsmen's Center — Fishermen's and Hunters' Supplies